

# CONTRACT



www.nbcwashington.com

And:

**WATERFRONT STRATEGIES**  
1010 WISCONSIN AVE  
SUITE 800  
WASHINGTON, DC 20007

<u>Product</u>		<u>Alt Order #</u>
326036 /		WOC10032045
<u>Issue</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
07/25/12 - 08/02/12	1504	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
MAJORITY PAC	08/09/12 / 08/09/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WRC	Kaitie Conway	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
RA18+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	94	100
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
15978	28185	

all spots on order - immediately preemptible class of time

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WRC	07/25/12	07/30/12	6-7A NEWS4 @ 6AM	6A-7A		:30			VM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	M-WTF--				1	\$2,200.00			
2	WRC	07/25/12	07/30/12	7-9A TODAY SHOW	7A-9A		:30			VM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	M-WTF--				1	\$2,800.00			
D	3	WRC	07/24/12	07/29/12	News Sun 7-8a	7-8a		:30		VM	0	\$0.00
4	WRC	07/25/12	07/30/12	9-10A TODAY SHOW 2	9A-10A		:30			VM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	M-WTF--				3	\$1,000.00			
5	WRC	07/25/12	07/30/12	10-11A TODAY SHOW 3	10A-11A		:30			VM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	M-WTF--				3	\$700.00			
6	WRC	07/25/12	07/30/12	11A-12P MIDDAY NEWS	11A-12P		:30			VM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	M-WTF--				3	\$450.00			
7	WRC	07/25/12	07/27/12	Ellen	3P-4P		:30			VM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	--WTF--				4	\$800.00			
8	WRC	07/25/12	07/27/12	4-5P NEWS4 @ 4PM	4P-5P		:30			VM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/24/12	07/30/12	--WTF--				4	\$1,000.00			
9	WRC	07/25/12	07/27/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			VM	4	\$7,200.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth in Part II, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified in this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



**WRC**  
**4001 Nebraska Ave. NW**  
**Washington, DC 20016**  
**(202) 885-4000**

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Contract / Revision	Alt Order #
326036 /	WOC10032045

Contract Dates	Product	Estimate #
07/25/12 - 08/02/12	Issue	1504

Advertiser	Original Date / Revision
MAJORITY PAC	08/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/24/12	07/30/12	--WTF--				4	\$1,800.00			
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WRC	07/24/12-07/30/12		5-6P NEWS 4 @ 5PM	5P-6P	--WThF----	:30		\$1,800.00	VM		
		See MG 9.5		DNA-NEWS SPL REPORT								
5	WRC	07/30/12-08/02/12		5-6P NEWS 4 @ 5PM	5P-6P	--WTh-----	:30		\$1,800.00	VM		
		(M) MG for 9.1 07/25										
10	WRC	07/25/12	07/27/12	6-7P NEWS4 @ 6PM	6P-7P		:30			VM	4	\$9,600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/24/12	07/30/12	--WTF--				4	\$2,400.00			
11	WRC	07/25/12	07/27/12	7-730P NBC NIGHTLY NEWS	7P-730P		:30			VM	1	\$5,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/24/12	07/30/12	--WTF--				1	\$5,000.00			
12	WRC	07/30/12	07/30/12	6-7P NEWS4 @ 6PM	6P-7P		:30			VM	1	\$2,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/24/12	07/30/12	M-----				1	\$2,000.00			
13	WRC	07/30/12	07/30/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			VM	1	\$1,500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/24/12	07/30/12	M-----				1	\$1,500.00			
14	WRC	07/28/12	07/29/12	OLY WKEND DAYTIME	6a-6p		:30			VM	2	\$8,500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		07/23/12	07/29/12	-----SS				2	\$4,250.00			
<b>Totals</b>											32	\$52,450.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	29	\$47,150.00	\$40,077.50
07/30/12 - 08/02/12	3	\$5,300.00	\$4,505.00
<b>Totals</b>	<b>32</b>	<b>\$52,450.00</b>	<b>\$44,582.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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